



**RETTIGHEDS
ALLIANCEN**

Annual report 2023

Table of contents

PREFACE.....	4
STATUS ON THE ILLEGAL MARKET.....	6
Artificial intelligens.....	7
Manipulated content and fraud.....	9
Young peoples behaviour and consumption.....	9
Social media.....	12
Illegal websites.....	14
Illegal file sharing and hacking.....	16
Password sharing.....	19
INFORMATION AND BEHAVIOUR.....	20
DESIGN.....	22
MOVIES, SERIES, TV AND LIVE CONTENT.....	24
MEDIA.....	26
LITERATURE.....	29
MUSIC.....	32

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Agenda

Under the regulations, Rights Alliance's core task is to protect the rights of the creative industry on the Internet through enforcement and information.

Kristoffer Mejborn, Louis Poulsen
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Mads Nedergaard, FAFID
Maj Hagstrøm, Danish Actors' Association
Sofie Sarlvit-Danielsen, IFPI Danmark
Nicolaj Philipsen, One Collection (observer)

Preface

- Status on 2023

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IN 2023, ARTIFICIAL INTELLIGENCE HAS TAKEN OVER THE WHOLE WORLD, and the new technology has aroused both concern and fascination in Danish media, among the population, at Christiansborg and among the Danish rights holders. Because although the possibilities of artificial intelligence are very impressive, no one learns to write complex fictional characters or compose hits by themselves. Not even a computer.

The development of generative artificial intelligence, such as language models, image-generating programs and deepfake technology, requires training on overwhelming amounts of data. Creative content such as books, articles, images, music and movies have therefore, in a short time, become a sought-after source of high-quality data, which is crucial in the competition of tech companies to develop the best AI technology. Therefore, rights holders are now facing a massive challenge in terms of ensuring that their content is not used to train artificial intelligence against their will.

WITH THE TAKEDOWN OF THE ILLEGAL TRAINING DATASET BOOKS3, containing 200,000 pirated e-books, the Rights Alliance became the first in the world to have a training dataset removed from the Internet. This has attracted attention worldwide, especially among the many rights holders whose works are included in the training dataset against their will. But the story repeats itself, as the takedown of Books3 also

meets resistance from the developer community and silence from the tech companies that have trained their AI services on the dataset. But this time



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we cannot give the technology 15 years to find solutions that can prevent rights infringements.

In the Rights Alliance, we insist that full transparency in relation to training data is crucial to enforcing rights to artificial intelligence. Throughout the year, we have therefore worked diligently towards enhanced transparency obligations in the EU's AI ACT,

and much suggests that there will be something to build on with the AI Act. It gives hope to the rights holders and to anyone who thinks it is important that AI models are not built on illegal content.

Artificial intelligence, however, also brings with it new methods that reinforce several challenges we see in the protection of rights. Deepfakes and voice clones of actors, musicians, TV hosts and even ordinary Danes and children are used for fraud, blackmail, personal harassment and deepfake porn. Here, our experience at the Rights Alliance, with blocking and takedown of illegal content, has a great potential to meet the new challenges and thus speak into a broader agenda about how we respond to both content and personal violations.

In the Rights Alliance, our efforts are based on well-developed tools that we anticipate being able to lift to new heights, thanks to the fact that our efforts have met support in the new film agreement, and that the Share With Care collaboration has been made permanent. This not only testifies to a great deal of confidence in the work of the Rights Alliance, but also to the great social relevance of our efforts.

– Maria Fredenslund, CEO

Status on the illegal market

- Trends and efforts



KUNSTIG INTELLIGENS

WITH THE SPREAD OF ARTIFICIAL INTELLIGENCE, 2023 has marked a key shift in the fight to protect the rights to creative content. As the latest advancement in technology, artificial intelligence has accelerated the digital capabilities of copying and distributing content illegally. With the rapid development of artificial intelligence, images, text, music and other creative content have become coveted data for training, e.g., generative language models and image generation programmes. As a result, piracy has evolved to be a key component in the business models of some of the world's most profitable companies operating the leading AI services.

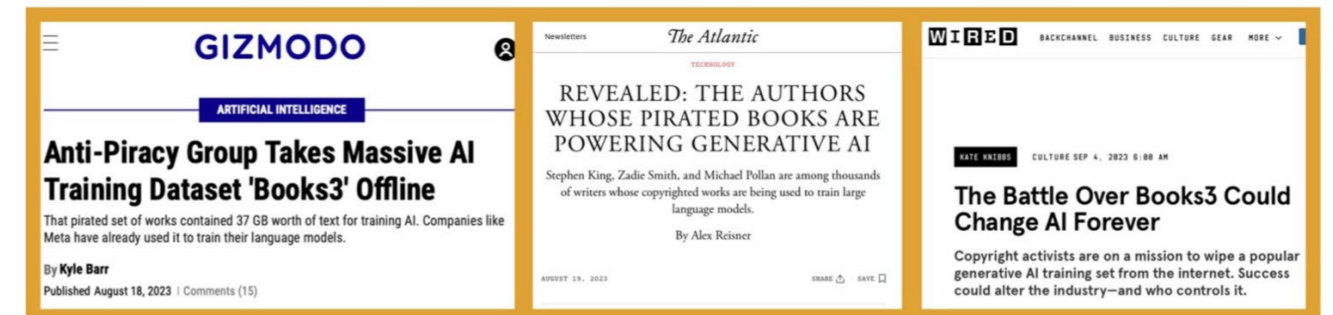
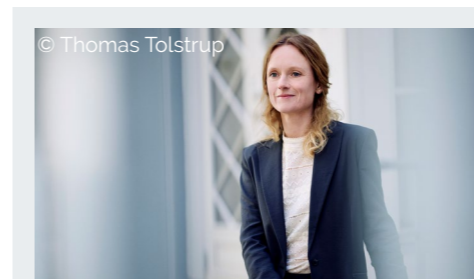


Illustration 1: The American media Gizmodo, The Atlantic and Wired were the first to compile the story of the takedown of Books3. **The story truly resonated when The Atlantic published a search engine that revealed which authors' works were included in Books3.**

In the summer of 2023, Danish rights holders made their mark internationally, when the Rights Alliance became the first in the world to successfully take down an illegal training dataset as part of rights enforcement. After identifying illegal copies of Danish works, we managed to remove the training dataset Books3 from the publisher EleutherAI and other corners of the Internet. Books3 contains 200,000 illegal e-books from an illegal German file-sharing service, and the case has therefore gained great attention among the international press and the many rights holders whose content has been used to train AI without permission. Furthermore,

the interest in the Books3 case has also the Rights Alliance share widely about our efforts regarding artificial intelligence at conferences both domestically and internationally throughout the year.

It is the Rights Alliance's clear position that the rights to content must be respected, and that artificial intelligence cannot be trained on creative content without permission from the rights holders. This requires, first and foremost, greater transparency in relation to which data the services choose to train their AI services. During the year, the Rights Alliance has worked to make Danish politicians and members of the



– Maria Fredenslund, opinion piece at DataTech, nov 2023

"If creative content is to be used for training artificial intelligence, unlike the history with file-sharing services, it must be done with respect for the actors who enrich the world with art – and valuable training data. This requires us to dispel the myth that copyright laws hinder technological progress and individual freedom. Experience in combating illegal file-sharing shows that this viewpoint only benefits those who profit from training AI services with illegal content."

European Parliament aware of the need for increased transparency in the development of artificial intelligence, as part of the negotiations on the EU's AI ACT in December 2023. An effort that will continue tirelessly in the years to come, as part of achieving a genuine and ambitious protection of content against use in training AI.

Books3 is far from the only illegal training dataset, but it is unique in the sense that the developers had disclosed which works were included in the dataset. It was this knowledge that allowed us to go after the dataset, and it underlines that transparency is necessary to be able to take down datasets that have misused works in the training. However, the Rights Alliance's investigations have revealed a number of other cases where protected content is used illegally for training artificial intelligence. Things that could very well become topical in 2024.



While in 2023 several lawsuits have been filed by American rights holders against AI services like OpenAI, we lack European jurisprudence in this field that can set a precedent for how we define the boundaries for the illegal use of content in AI in the future. Here, the relationship that we have built with rights holders from all over the world through the Books3 case can prove to be of great importance in the coming years.

Political initiatives on transparency in AI development

Response to Consultation: Rights Alliance's Remarks on the Proposal for a Law Amending the Copyright Act (Implementation of Parts of the Directive on Copyright and Related Rights in the Digital Single Market) - Comments on Text and Data Mining, 11th April (danish)

Development of Artificial Intelligence – Key Messages from the Rights Alliance, 26th June 2023 (danish)

Letter to the Ministry: Call for Transparency in the Upcoming Regulation on Artificial Intelligence (EU AI Act), 6th July 2023 (danish)

Letter to the Ministry of Digitalisation: Danish Rights Holders Call for Transparency in the Development of Artificial Intelligence, 4th September 2023 (danish)

Joint Declaration from Danish Rights Organisations on Copyright and Artificial Intelligence, 19th January 2024 (danish)

Letter to the Ministry of Digitalisation: Danish Rights Holders Call for Transparency in the Development of Artificial Intelligence, 30th January 2024 (danish)

MANIPULATED CONTENT AND FRAUD

Fraudulent ads and related misuse of content, brands and celebrity identity remain an important focus for the Rights Alliance, where in 2023 we have reported 157 scam advertisements.

But the challenges of manipulated content and fraud have only been increased by artificial intelligence technologies such as deepfake and voice cloning, which make it incredibly easy to abuse actors, musicians, TV hosts and other celebrities with bad intentions. When manipulated content is spread on social media or in ads, it can be not only a violation of rights, but also of the person concerned. It is serious when the voices, faces and content of creative actors are used in fraud, thereby potentially damaging the person's career, integrity, personal relations and finances, not to mention those people who, e.g., are tricked into providing sensitive information.

Social media screening tools are not yet suited to dealing with personal violations, in the form of deepfake and voice cloning. By 2023 we have succeeded in removing infringements through the existing tools, but we need greater insight into manipulated content and what it takes to remove and prevent it. Therefore, in 2024, we will work to remove even more voice clones and deepfakes, as well as use our insights to secure tools targeted personal abuse on the platforms.

"The illegal exploitation of my voice is real and a constant threat because it is so recognizable – thanks to 10 years of experience as an English voice-over for a large part of LEGO's advertising films in English, and 23 years as the voice of the main character, Agent 47, in IO Interactive's Hitman video games. I greatly appreciate the Rights Alliance's work in protecting my life's work, the ability to support my family, and my reputation as a voice actor."

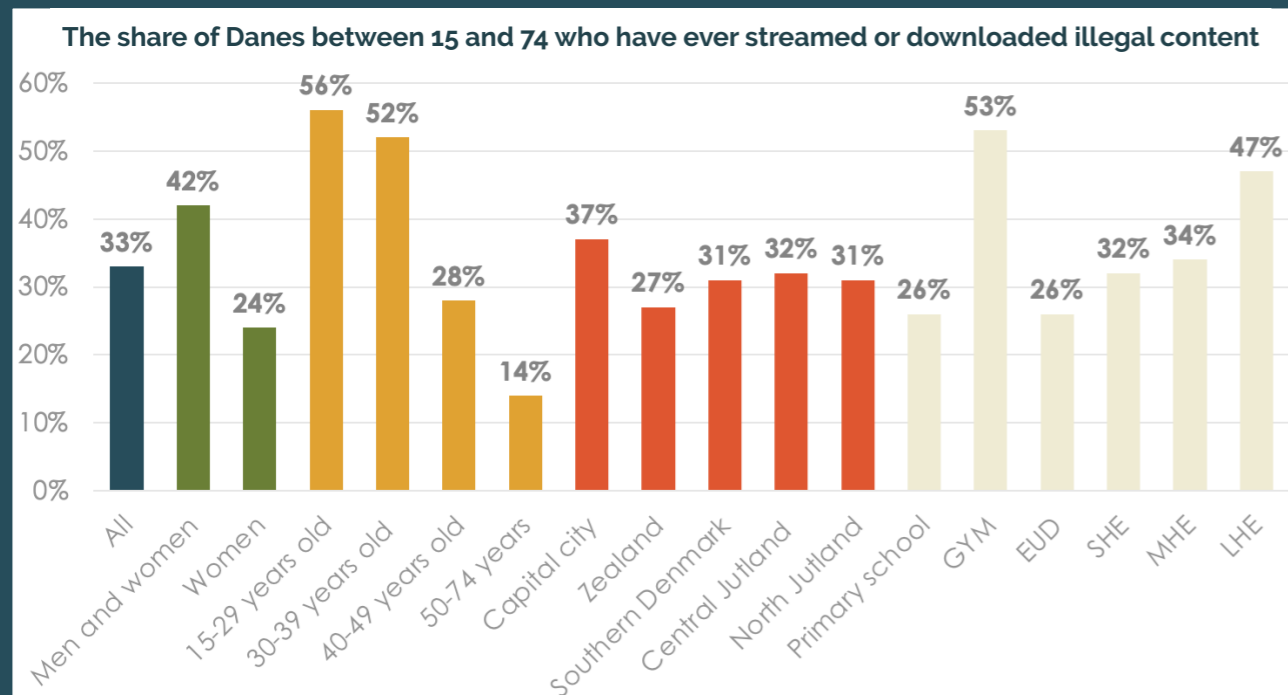
– David Bateson

YOUNG PEOPLE'S BEHAVIOUR AND CONSUMPTION

Young people today have a significantly different behaviour on the Internet than their parents, and their consumption of content is both fragmented and unremitting. The speed of the algorithms creates high expectations for accessibility and immediate interest, which not only puts legitimate content under pressure, but also provides new incentives to access content illegally.

Young people are an important demographic to understand when it comes

to the consumption of illegal content. First of all because the younger segment of the population has by far the largest consumption of illegal content. Data from the Danish Chamber of Commerce survey, which was carried out in December 2022, shows that 32% of those who have streamed and downloaded illegally within the last year are between 15-29 years of age. Moreover, if you look at the percentage of people who have ever streamed and downloaded illegally, the 15-29-year-olds make up 56%.



Graph 1: Data from the Danish Chamber of Commerce showing the percentage of Danes who have ever streamed or downloaded illegal content.

Young people are therefore an important demographic, not just because of their current illegal consumption, but because young people take their behaviour, habits and attitudes with them into adulthood. By getting involved early on with young people, we can change the norms before they become firmly entrenched. We can thus convert young people into legitimate consumers and pave the way for future generations to consume content legally.

But young people's behaviour is also an expression of where the world is heading. By knowing their attitudes and behaviour, we become more aware of current trends and where we should invest in the future. In 2023, the Rights Alliance has worked on several initiatives that improve our insight into and understanding of young people's behaviour. We have launched a youth panel consisting of



Video 1: The Rights Alliance's youth panel is featured in the material for the "Your Digital Compass" educational program and gives other young people good reasons to steer clear of illegal streaming.

15-17-year-olds, which makes us more aware of trends and on which we can test theories.

We have, together with the analytical institute Epinion, carried out a study on young people's consumption of and attitudes towards illegal content. The study was conducted among young people between the ages of 15-17 and was primarily aimed at providing insight into the underlying motives behind illegal streaming.

Young people have 7 logics they use to legitimize their illegal use of online content



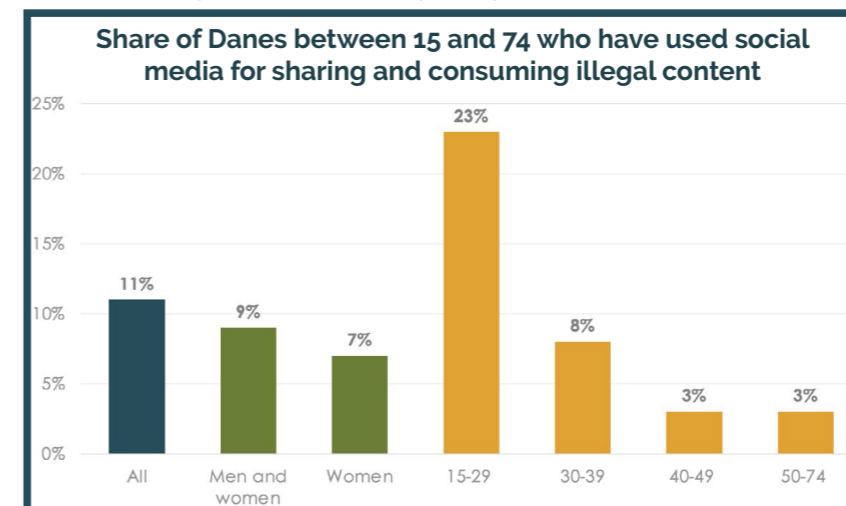
Graph 2: Data from Epinion showing 7 logics that young people use to legitimize their illegal consumption of content

These logics are generally dominated by the fact that young people do not perceive the personal consequences of consuming illegally, that there is generally a broad social acceptance of illegal consumption and that they find it difficult to see the link between their own behaviour and the consequences for the creators behind the content and the industry as a whole.

the Youth Panel, will serve as the basis for a new campaign in collaboration with the authorities, which will be launched in 2024. Furthermore, the study has given an insight into the behaviour of parents and their influence on young people's consumption, and we have therefore laid the first stones in an effort dedicated to creating good (and legal) role models for young people.

The findings of the study, together with

Social media plays a major role in young people's illegal consumption, and the survey by the Danish Chamber of Commerce shows that 25% of people between 15-29 years have shared or received content illegally on social media. Knowledge of the youth's behaviour is therefore also guiding the efforts of the Rights Alliance towards social media, where new patterns and trends are constantly emerging for how content is shared and consumed illegally.



Graph 3: Data from the Danish Chamber of Commerce showing the proportion of Danes who have used social media to share and consume illegal content

SOCIAL MEDIA

It is not new that a significant portion of illegal content is shared and consumed through social media. Nearly 9% of Danes have shared, accessed or received illegal content via social media within a year, according to the survey by the Danish Chamber of Commerce and the Rights Alliance. In this order, YouTube, Facebook, TikTok, Messenger, Instagram and Snapchat are the most widely used platforms.

What kind of content have you shared, received or participated in illegal streaming and downloading on these sites that you listed above?

	Facebook	YouTube	TikTok	Instagram	Messenger, Whatsapp or other Chat platforms	Snapchat
TV shows/movies	31%	41%	33%	20%	18%	31%
Music	24%	37%	27%	19%	31%	26%
Computergames	17%	11%	9%	10%	22%	16%
Software	10%	7%	11%	12%	22%	17%
Books/literature	16%	5%	13%	11%	11%	10%
Sports events (e.g. live viewing of football matches)	22%	17%	18%	15%	8%	8%
Don't remember	20%	14%	21%	36%	26%	29%
n	76	97	69	61	64	52

Source: Norstat for Danske Erhverv, November/December 2022.
Note: Only respondents who have shared, received or accessed illegal content on the applicable social media.

Graph 4: Data from the Danish Chamber of Commerce showing what types of content the Danes have shared or consumed on different social media.

However, Rights Alliance's research and insights from cases show that platforms like Reddit and Discord are also being used more frequently.

In the spring of 2023, the Rights Alliance closed a group on Reddit, where at least 347 clips from nude and sex scenes from Danish films with female actresses were systematically shared among the group's 6,000 users. We reported the person behind the group to the police, and although we are waiting for clarification in the case, it has brought light on a dreadful trend in copyright infringements on social media. There is a great need for platforms like Reddit, TikTok, Discord and others to come up with solutions on



Video 2: Based on the Reddit case, we have encouraged young people to reflect on what they share online. The video is part of the 'Your Digital Compass' programme, where actors Signe Egholm Olsen and Marie Tourell Søderberg stand out and talk about how it feels to be shared in clips from nude and sex scenes on Reddit.

how infringements on their platforms can be prevented and removed. That is why the Rights Alliance has and will work to ensure that the services contribute to reducing illegal content on their platforms.

Fortunately, many years of efforts have led to the fact that today we can remove content from, i.a., Google and Metas services and have a formalised framework in the Article 17 forum, which ensures that the online platforms cooperate with rights holders to prevent the uploading and sharing of illegal content. In 2024, we will focus on all major platforms providing automated tools so that we can block and filter illegal content in the same way that we already do on Facebook, Instagram and YouTube.

"Millions of content creators and businesses across our platforms rely on their own intellectual property as a source of income. We have invested significantly in technology that identifies and removes infringing content, and partnering with the Rights Alliance in this awareness campaign is an important next step in helping to protect both our users and intellectual property."

– Nicole Schulze, head of Interlectual Property and Media at Meta, Kulturmonitor, 1st march 2023 (Danish)

CAMPAIGN WITH META

The enhanced relationship with the online platforms has also paved the way for the Rights Alliance to launch an awareness campaign in March 2023 in collaboration

with Meta. Through ads on Facebook and Instagram, Meta and the Rights Alliance joined forces to inform users about what characterises illegal content and how to avoid it. The efforts covered the members of the Rights Alliance broadly, as especially movies, television, design and literature are often copied and shared illegally on platforms such as Facebook.



Illustration 2: Excerpt from the campaign material for awareness efforts in collaboration with Meta

The fact that rights holders and online platforms are joining forces to advocate for content creators is a significant step that shows how far we have come by insisting that illegal content must be able to be removed effectively from, e.g., Metas platforms. The collaboration with Meta has been successful for both sides and we expect that the experience will form the basis for new joint efforts in the future.

Cases within social media

Reddit-sagen (2023-05-16): A Danish Reddit group was reported for sharing nude and sex scenes from Danish films and TV series. The Rights Alliance investigated and reported the case, which involved over 100 female Danish actors.

ILLEGAL WEBSITES

The illegal, mostly foreign, websites continue to have a strong grip on the illegal market. They are used not only via the direct visits, where a specific site is searched in the browser, but also in interaction with social media such as TikTok, where links to the illegal sites are shared.

In Denmark we already have an effective blocking system by virtue of the Share With Care collaboration between the Rights Alliance, Telecommunications Industry Association, the Ministry of Culture, Danish Industry Digital and the Danish Chamber of Commerce, which in 2023 has been able to celebrate its 10th anniversary, and in addition has now become permanent. The Share With Care collaboration ensures that Danish telecommunications companies block access to illegal services that appear on the cooperation list, as these are judged illegal by a Danish court.

However, there is potential for developing the cooperation list and increasing the impact of its use by the actors, not

least through cooperation in the Dialogue Forum, through which advertisers and payment intermediaries work together to put an end to traffic and cash flows to the illegal services. In 2023, the Rights Alliance has made a comprehensive analysis of the development opportunities for the Dialogue Forum with specific recommendations that will be explored and implemented over the coming years.

DEVELOPMENT IN VISITS TO ILLEGAL WEBSITES

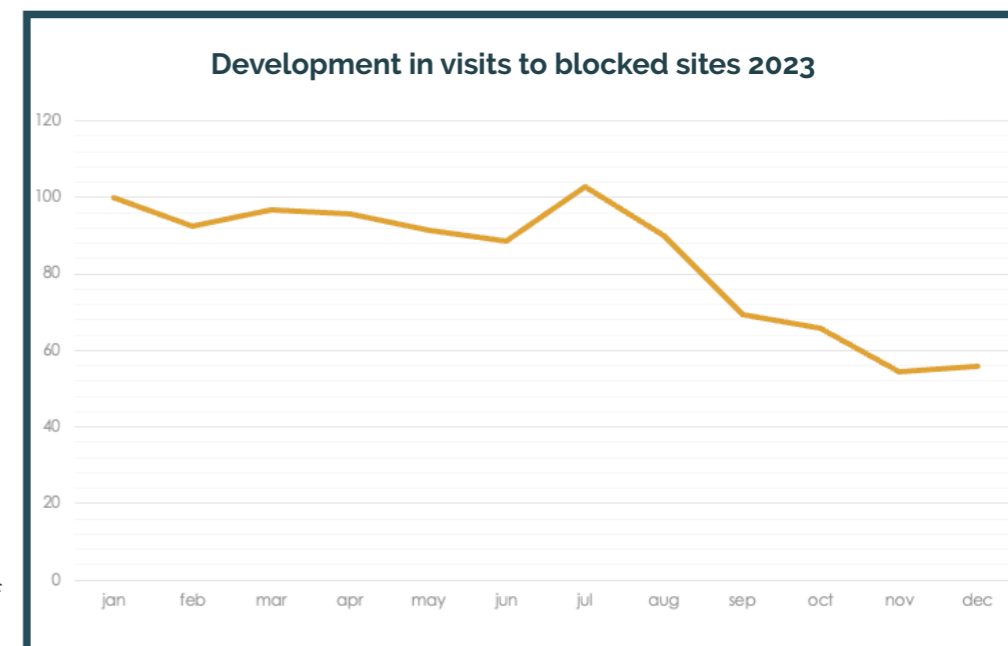
The volume of traffic to illegal websites is a measure of how the illegal market and demand for illegal content develops. This development is followed closely by the Rights Alliance through monitoring of data from Similarweb, which measures traffic to illegal websites, and related mirror sites, which appear in the cooperation list. In 2023 we have generally seen a remarkable decrease in the number of visits to illegal sites. Over the course of the year, the number of visits to blocked sites decreases from 4,885,919 visits in January

to 2,726,835 in December. This means that the number of visits overall has fallen by a total of 44.2%.

Through the year, it is the same blocked illegal websites that attract the majority of visits. Approximately half of all visits during the year are distributed on the 10 most visited blocked websites. When so few sites dominate the statistics, it is probably because these sites are well-known and popular among those users who like to use alternative DNS to bypass the blockings (visits to illegal sites using alternative DNS are shown by data from Similarweb, while use of VPN connection

cannot be measured).

At the same time, it is an indication that achieving higher effectiveness of the blockings on these sites will be difficult, since there are more resilient users who are willing to employ technical methods to access content illegally.



Graph 5: Development of visits to blocked sites from January to December 2023. Data from Similarweb

Film Agreement and Strengthening of Share With Care

In the film agreement, which was finalized in the autumn of 2023, 1 million DKK annually for 2025-2027 was allocated to the work of the Rights Alliance. The funds are provided for the continuation of the Share With Care initiative and are therefore an important contribution to enabling the Rights Alliance to continue and further develop our enforcement and education efforts.

Read the Rights Alliance's letter to the Minister of Culture: Protection of rights in the film agreement, 19th September 2023 (danish)

In 2023, the Ministry of Culture and the stakeholders in Share With Care decided to make the collaboration permanent. With this, the collaboration, which celebrated its 10th anniversary in 2023, is expected to lead to even greater impact in the coming years.

Read the news: After 10 years with Share With Care, the collaboration becomes permanent

Dialogue Forum, Code of Conduct, and Collaboration List?

The Dialogue Forum is an initiative under the Ministry of Culture, where advertisers, rights holders, media, payment intermediaries, and others collaborate to combat illegal content on the internet.

Participants are involved in cutting off financial flows to illegal services, for instance by ensuring that there is no inadvertent advertising on or money transfers to illegal services. This effort was established with the creation of the Dialogue Forum in 2012, where advertisers and payment services as signatories to **the code of conduct** agreement committed to stopping transactions to sites listed as illegal services.

The list of illegal services is called **the collaboration list** and has been continuously updated with websites that have been found illegal by the court.

Read the report: Development of the Dialogue Forum (danish)

MIRROR SITES

In 2023, our blocking of mirror sites has had a big effect. Overall, we have blocked 1,155 mirror sites through the year, which is a significant increase compared to previous years.

The increase was expected, however, as 2023 was the first full calendar year after a revised Code of Conduct agreement with the Telecommunications Industry

Association came into effect in the autumn of 2022. This means that telecommunications companies today block mirror sites, regardless of how many visitors these sites have, whereas before the fall of 2022, this required that the sites had at least 5,000 visitors. The update means that the blocking effort under the auspices of Share With Care reaches a larger part of the illegal market, and that the blockings thus achieves a better effect.

Blocked mirror sites



Graph 6: Data from Similarweb showing the number of blocked mirror sites per month, January-December 2023

ULOVLIG FILDELING OG HACKING

While the Danish market for illegal file sharing has previously been dominated by larger torrent services such as Danish-Bits, Asgaard and DanishBytes, today the picture is far more fragmented. This is not only because illegal content has spread across social media, foreign illegal sites and AI, but also because the Danish file sharers today use a wide range of technical solutions such as plex servers, seedboxes and IPTV services.

In the years 2023 and 2024 we are seeing the last trials in the Asgaard case complex, which serves as a reminder that the Danish piracy scene has never returned to the same dominance as before the shutdown in 2020. At the same time, the emergence of new services underlines the need for high technical insight and constant alertness to new trends and perpetrators who are willing to use drastic means to make content illegally accessible.

Response to Consultation Regarding Illegal Sharing of Live Content

In February 2023, the Rights Alliance submitted a response to the EU Commission, presenting our comments on the forthcoming recommendations concerning illegal streaming of live content, such as sporting events.

Read the Commission Recommendation on 'Combating online piracy of live content'

Hacking of user information and computer systems has become a widespread method of converting legitimate content to the illegal market or selling unauthorised access to streaming services or news sites for own gain. This is underlined by the list of convictions and charges during the year, where the sale of hacked login information in several cases plays a key role. A testimony that illegal file sharing increasingly also affects ordinary consumers whose access information to streaming services is being sold.

Over the year, a 41-year-old man was sentenced for illegally copying and sharing Ekstra Bladet+ articles, to which he had obtained access through hacked access information belonging to Ekstra Bladet+ customers. Additionally, we have seen charges for unauthorized resale of access information to streaming services containing movies, TV, music, books and articles, as well as illegal IPTV solutions to Danish and foreign TV channels.

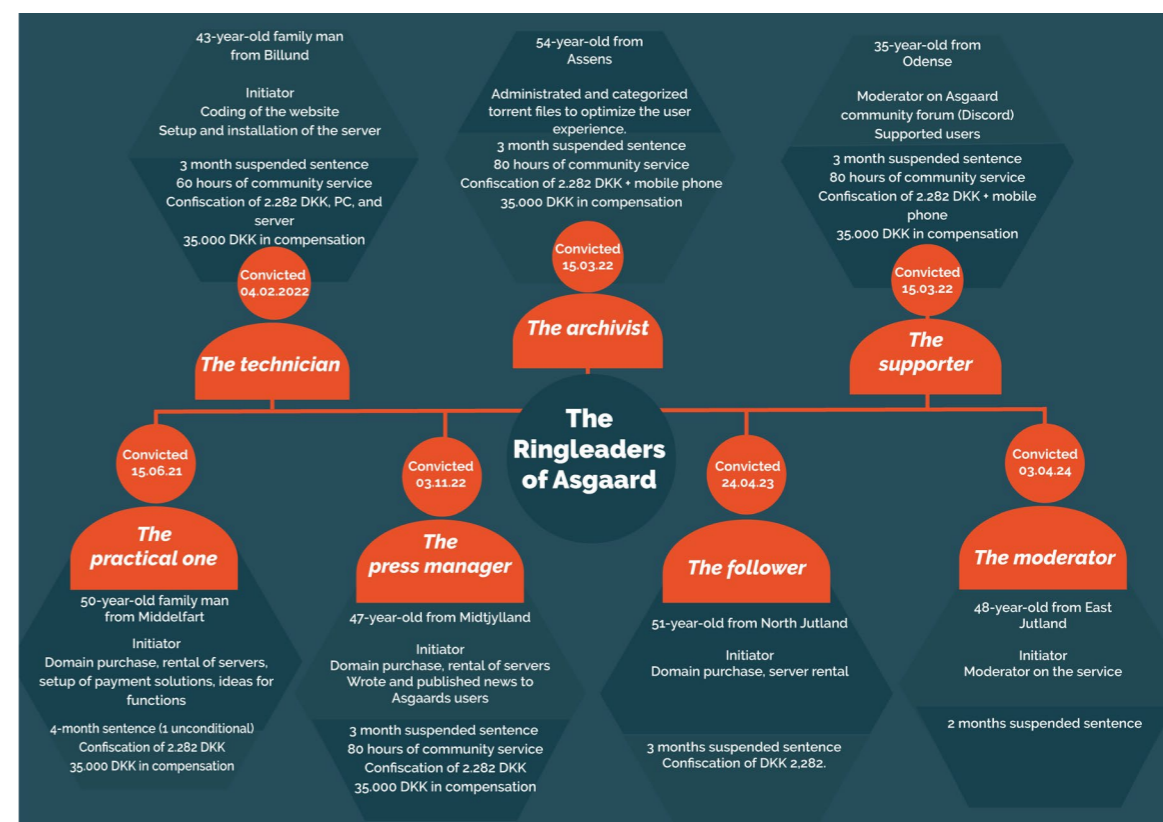


Illustration 3: Judgments in the Asgaard case complex

Cases within Illegal File Sharing and Hacking

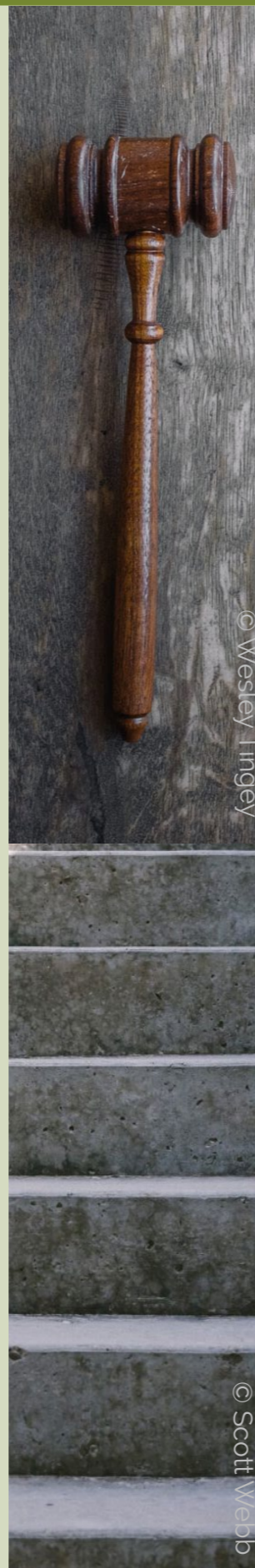
Provider of Seedboxes (2023-02-28): A 35-year-old man was convicted for the sale of seedboxes used for illegal file sharing, involving no less than 3,838 copyright-protected works on Danish and Nordic file-sharing services ShareUniversity, Superbits, and DanishBytes. He received a three-month suspended sentence and was ordered to pay confiscation and compensation

ShareUniversity Ringleader (2023-09-28): A 24-year-old man from Silkeborg was sentenced to 60 days of suspended prison for copyright infringements. He was one of the ringleader behind the file-sharing service ShareUniversity and contributed to illegal access to thousands of copyright-protected works

Xoro6 case (2023-06-26): A 41-year-old man from Funen was sentenced to six months of suspended prison for severe copyright infringements and fraud. He was part of a release group called 'Xoro6' on the closed file-sharing service Asgaard, where he illegally copied and shared books, articles, and Ekstra Bladet+ articles using stolen passwords. In addition to the prison sentence, he was also sentenced to 120 hours of community service, confiscation of assets, and compensation to the rights holders.

Indictment for Illegal Resale of Login Information to Streaming Services (2023-09-22): Following a report by the Rights Alliance in 2022, NSK has filed charges against a 29-year-old man from Odense. According to the indictment, he has on several occasions resold lists containing approximately 500,000 leaked login details for various entertainment and streaming services, belonging to unsuspecting users.

Arrest for Resale of Hacked Login Information to Streaming Services (2023-06-05): Following a report by the Rights Alliance in 2022, NSK arrested and charged the third suspected ringleaders behind an organized unauthorized sale of access information to various streaming services, via a webshop. The login details belonged to users of streaming services that include news, movies, music, and e-books and audiobooks. The Rights Alliance's investigations also revealed that access to illegal IPTV was being sold, containing more than 100,000 movies and series and access to Danish, Swedish, and Norwegian TV channels.



© Wesley Tingey

© Scott Webb

Although social media has gradually eaten into some of the dominance of file-sharing services on the illegal market, illegal file sharing services and their ringleaders continue to play a major role in making content illegally accessible. Therefore, the Rights Alliance's enforcement efforts against illegal file-sharing services remain an effective way to stop the illegal distribution of Danish-produced content.



PASSWORD SHARING

Sharing passwords for streaming and content services with music, movies, TV, books and sports is still widespread among the Danes. A survey from the Danish Chamber of Commerce from the end of 2022 showed that almost 2.1 million Danes share passwords for at least one streaming service, with people outside their own household. That represents 43% of the population. This even though 70% of Danes know that it is not allowed.

When the trend to share passwords for streaming services is still so high, it testifies that the Danes generally take easy on the rules for sharing passwords. The survey also shows that users often share passwords because it is easy, and that half (51%) believe that streaming services are too expensive.

However, one of the most interesting results of the survey is that 75% of those who share logins are willing to pay for the content if the opportunity to share login information disappears. This provides an indicator of the impact the implementation of technical solutions on password sharing can have on the development of paying users.

Over the year, we have seen that several streaming services have introduced measures against password sharing. E.g., Netflix has introduced technical solutions that ensure that users stay on the same IP address and that in addition confront users who are suspected of sharing with others outside the household. This is comparable to blocking illegal sites through Share With Care, combining information and technical initiatives to make it easy for the user to change behaviour.



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– Maria Fredenslund, 30th June 2023

"We know from our practical experience working with these challenges that when you disrupt inappropriate behavior with technical measures while simultaneously educating and guiding users, it actually works."

Information and behaviour

The reason why the Danish illegal consumption of content is high is not just that it is easier and cheaper than consuming legally. It is also an expression of high social acceptance of watching movies and sports illegally, sharing passwords or digital study books with friends or buying copies. Information and regulatory measures are a way of challenging established standards and encouraging legal consumption.

Children and young people are our most important target group. They have grown up with a fragmented media consumption where illegal streaming is an uncontroversial way to access content from all over the world. With education and information, we can intervene while young people are receptive and follow them in the years when their media habits are formed.

In 2023, the Rights Alliance's efforts in the field of information have gained a significant boost, as we have hired Iben Ohl as a project manager dedicated to the educational field. As a former public school teacher and editor at a publishing house, Iben has many years of experience both in teaching to children and young people and in developing teaching courses, among other things with the Rights Alliance as a customer. We have also started a very favourable collaboration with Gyldendal Undervisning (Teaching), which has enabled us to

publish current learning materials quickly, reaching a wide audience of teachers in primary schools. Here we have also had a good collaboration with the Danish Actors' Association and their members, who have come forward and shared personal and vulnerable stories about being shared against their will in nude and sex scenes on Reddit.



In 2023, we have developed four new educational programmes, which now cover both young people in primary schools, boarding schools, high schools and the teacher students in university college. In the coming years, we have ambitions to further expand our efforts. That is why we have begun the development of new information efforts, including for parents in cooperation with Genvej and a campaign in collaboration with the authorities, aimed at giving our messages more weight and clarity regarding rules and consequences.

Genvej is a digital learning platform that gathers useful advice, knowledge, and assistance for parents who wish to engage in their child's digital life.

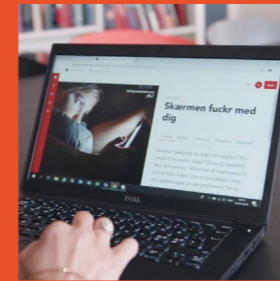
The initiative is a partnership between Ole Kirk's Foundation, Trygfonden, and the Danish Consumer Council in collaboration with Save the Children, Børns Vilkår, the Mary Foundation, and The Media Council for Children and Young People.

RettighedsAlliancens educational programs



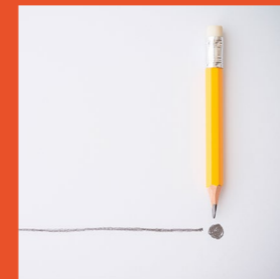
Del – med omtanke

4th-6th grade



Skærmen fuckr med dig

6th-9th grade



Spot på-artikler

8th.-10th grade



Dit digitale kompas

Efterskoler / 9th-10.th grade



Binge med god stil

Secondary school/ 1st year



Dannelse, læring og ophavsret

Teacher students at University collage

Read more about the educational programs here

Design

© Engin Akyurt

IN 2023, THE RIGHTS ALLIANCE has continued to monitor and enforce design infringements on the Internet, as well as reporting and conducting priority cases on behalf of our members.

During the year, we have also identified several new areas where our activities to eliminate and prevent design infringements come into play. Distribution and marketing of design copies has moved into prestigious international design fairs, and the Rights Alliance is therefore working on measures to curb this, through dialogue with the organisers and by possible presence at selected fairs. Design copying also moves into the metaverse, where, e.g., virtual versions of our members' products are offered for sale as skins in the computer game The Sims.

Furthermore, we have begun to develop greater awareness-raising efforts aimed at changing the public's consumption of design copies, as well as creating political focus in this area and clarifying where there is a need to take action to remedy shortcomings in current legal practices.



HIGHER COMPENSATIONS AND PENALTIES

In 2023, the Rights Alliance has undertaken an effort to reveal whether the actual compensation measures in Danish judgments concerning design infringements meet the purpose of the law. The project is motivated by the fact that there is a tendency in Danish jurisprudence that court decisions on compensation are marked by a great deal of unpredictability, inconsistency and rarely meet with the often extensive losses for the rights holder.

With the project "Higher compensations and penalties", the Rights Alliance, in collaboration with UBVA, will first and foremost investigate the last 20 years of legal practice in the field through data and relevant cases, thus documenting whether there is a need for a fairer assessment of compensation in Danish cases concerning design infringements. The project will concern, i.a., whether the measurements actually compensate for the losses of the infringed parties and prevent violations, as well as the possible consequences of the level of compensation for the legal certainty, the duties of the designers and the social economy. The results of the project will be presented in 2024 and will form the basis for efforts targeted authorities and politicians to address possible relevant actions.

DESIGNNÆVNET

Since 2022, the Rights Alliance has been an associate member Foreningen for Retsbeskyttelse af Arkitektur, Design og Kunsthåndværk (Association for the Legal

Protection of Architecture, Design and Crafts), which is behind the DesignNævnet and the Responsumudvalget (Advisory Committee). With our commitment to the DesignNævnet, we work to ensure that the DesignNævnet can fulfil the intention of making it easier for designers to have cases concerning infringement of their designs tried in the best possible way. Here it is important that the DesignNævnet represents a real alternative to the courts, and we have therefore in the past year focused on how the time of proceedings and the financial costs of getting your case tried at the board can be reduced.

It is also crucial that the possibilities offered by the DesignNævnet is further clarified to the designers who can benefit from it.

Therefore, the Rights Alliance is working on how the DesignNævnet can be widely promoted and thus resolve more conflicts.

INFORMATION CAMPAIGN ABOUT DESIGN COPIES

In 2023, the Rights Alliance has started developing a design campaign aimed at reducing the Danish consumption of design copies. We have started a collaboration with the communication agency The Unicorn, which is behind the development and execution of the campaign in cooperation with the Rights Alliance and the design members. The design campaign is expected to be launched in the autumn of 2024 and is supported by the Dreyers Fond, Træets Uddannelses- og Udviklingsfond, the Ministry of Culture and UBVA.

Cases in the Design Field

Import and Sale of Wegner Copies (2023-06-23): A 31-year-old woman was convicted for the import and sale of 44 copies of the Wishbone-chair designed by Hans J. Wegner. She received a 30-day suspended sentence for violating copyright laws.

Import and Resale of PH Lamp Parts (2023-06-01): A 27-year-old man was convicted for importing thousands of counterfeit parts for PH lamps from China with the intention of assembling the parts into complete lamps and reselling them in Denmark. He received a nine-month unconditional prison sentence for particularly severe copyright infringement, in addition to a sentence of one year and three months for serious handling of stolen goods, including PH lamps, in December 2021. The sentence has been appealed.

Europol Case on Extensive Sale of Counterfeit Designs: In 2022, the Rights Alliance reported a significant case regarding the sale of counterfeit designs across several European countries. The case is ongoing and being investigated by Europol, which coordinates with various national authorities.

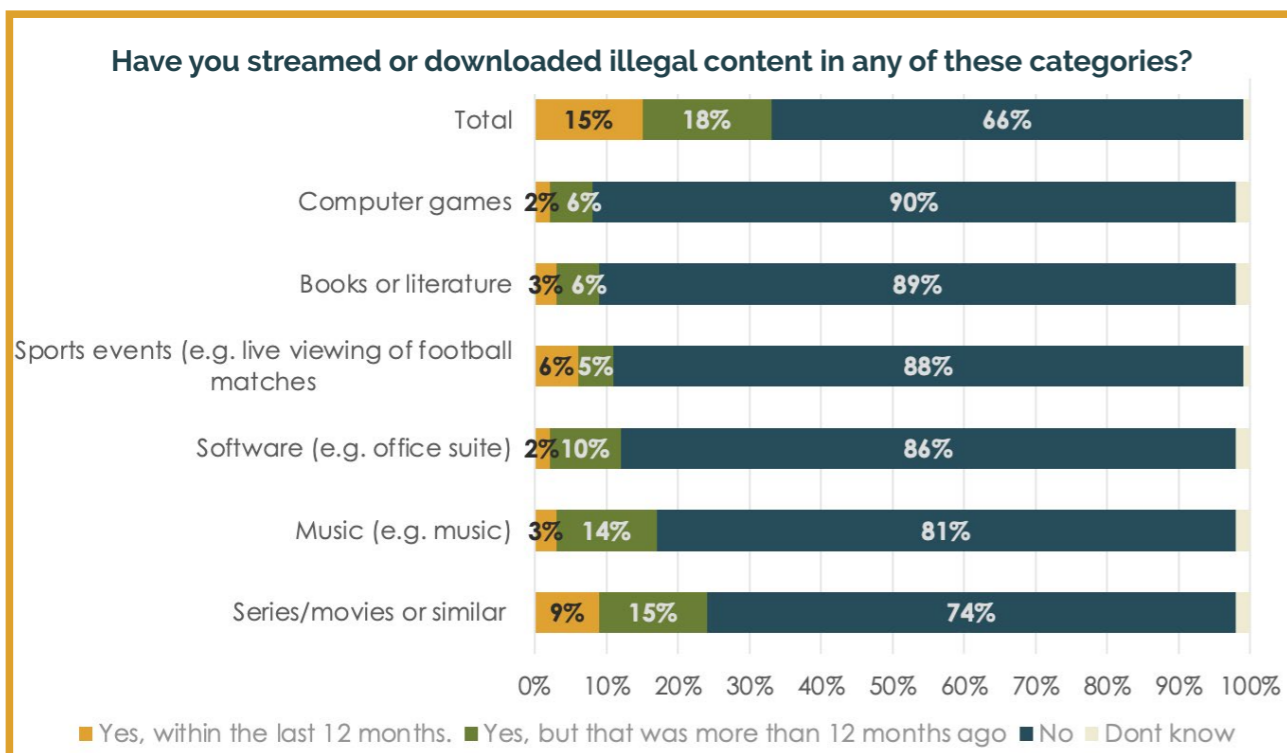
Report of Sale of Replica on Facebook: A Facebook seller has been reported to the police after offering and selling a series of replica versions imported from China.

Movies, series, TV and live content

© Denise Jans

Movies, series, TV and live content such as sports remain at the top of the list when it comes to illegal streaming of content. The latest figures on the Danish consumption of illegal content are found in a survey by the Danish Chamber of Commerce, which was carried out in December 2022 and published in 2023. The survey shows that 9% of Danes have streamed or downloaded movies, series or similar within the last year, and that another 15% have done so more than a year ago. In the case of sports events, 6% have streamed illegally in the last year and another 5% have more than a year ago.

When the illegal consumption of movies, series and live content is so high, it is also an expression of the high popularity of these kinds of content on all platforms and technical solutions used for the illegal sharing of content. The Rights Alliance’s efforts to protect movies, series and sports therefore cover both efforts against illegal file sharing services, IPTV solutions and seedboxes, the blocking of foreign illegal sites, the unauthorized resale of hacked access information for streaming services, password-sharing and, not least, blocking illegal content on social media. In the Status on the illegal market-section, you can find a full overview of the Rights Alliance’s efforts, which characterise the illegal sharing of movies, series and live content, as well as our cases in 2023.



Graph 7: Data from the Danish Chamber of Commerce showing the percentage of Danes who have streamed or downloaded content illegally distributed by content categories

OS DER ELSKER FILM

From December 2022 to January 2023, the 'Os Der Elsker Film' (We Who Love Films) campaign was launched once again on social media and in the country's cinemas to remind Danes of the good reasons to watch movies and series legally and the consequences of watching illegally. Here, especially young people between the ages of 18 and 29 were once again the focus of the campaign, as this group is most likely to use illegal content.

Once again, the support of the Rights Alliance members and relevant stakeholders in the field has been overwhelming, and they have made an important contribution to making the campaign live on social media and in the theatres.

More than 144,000 movie guests saw the 'Os Der Elsker Film' campaign film with Anders Juul in cinema, which was also viewed 273,000 times on Instagram and 784,000 times on YouTube, where it ran as



an advertisement before a playback. In this regard, there has been a significant increase in visitors to www.osderelskerfilm.dk from YouTube, which achieved a total of 1,373 clicks against 323 clicks at the autumn's launch.

But the graphics of the campaign have also hit social media to a degree that has given 'Os Der Elsker Film' a greater commitment than the two previous re-launches in 2022 and similar campaigns in general. The graphics on social media reached more than 484,000 unique people on Instagram and Facebook, where these people have met the content of the campaign just over 2.5 times on average. The 14 different graphs have generated 7,714 interactions, covering the total number of likes, comments and shares. The good result is mainly due to an increased focus on exposure on Instagram, where 'Os Der Elsker Film' gained great love and many likes.



Read more about 'Os Der Elsker Film'

Media

© Dameil Srestha

With the development of technology and artificial intelligence, Danish media content continues to be vulnerable to illegal use and sharing of content. In 2023 we have seen both new and well-known trends, where Danish media houses' content is misused, distributed without agreement, and are used as building blocks in the development of artificial intelligence without permission from the rights holders.

NEWS AGGREGATORS

During 2023, we have seen several examples of news aggregator services using our members' articles illegally. It requires an agreement with the respective media houses for a news aggregator to bring extracts from their articles to their service. This is evident with the Danish implementation of the EU DSM Directive in 2021, which has resulted in a tightened protection of media content. Tech companies are therefore obliged to obtain permission from the media houses in order to be able to share extracts of the media house articles on their service.

Apple's news aggregator service Apple News Widget has for several years crawled the websites of Danish media and brought extracts from articles in their app targeted to the Danish market, without agreement with the Danish media houses. The rights holders have been trying to get a dialogue with Apple since the summer of 2021, but Apple has consistently rejected any attempt to enter into an agreement on the use of media content. Therefore, the rights holders saw no choice but to report Apple to the police in early 2024. The Rights Alliance filed the complaint on behalf of the Danish Union of Journalists, Danske Medier and DPCMO, who represent Danish media houses in the conclusion of licensing agreements with tech companies.

In 2023, the French news aggregator service Squid App has also collected and presented extracts of Danish media houses' articles to their users. After we addressed the service, they agreed to stop the illegal use of our members' articles.



ARTIFICIAL INTELLIGENCE

In addition, the Danish media are also under fire regarding the illegal use of content for the development of artificial intelligence. This is reflected in a case concerning the data network DaNews, consisting of Danish articles that Danish media houses have provided for use in connection with a research project, by agreement between the media houses and Aarhus University. But in 2023 the Rights Alliance discovered that the articles have found their way into the research project "Danish Foundation Models", which is about making Danish language models. Here, the respective articles have been used to train non-generative language models without an agreement with the media houses on this. Language models, which have subsequently been made freely available on the Internet, where everyone has access to download the models and work on them. The case is still under way, and the Rights Alliance is working to get the language models, which are trained on illegal copies of the articles, removed, as well as working to ensure that generative language models based on the content of the media houses are not published without the necessary agreements.

Furthermore, the Rights Alliance closely monitors international cases, of which The New York Times' case against OpenAI/Microsoft may have a major influence in the field. Here, The New York Times has



presented several examples that it was possible to generate identical or next to identical copies of their articles using ChatGPT. The case thus touches on the central question of when there is illegal copying in terms of both the input and output phases of the language models – that is, whether it is illegal to use protected content to train the models and whether the models make the content in question illegally available to the user.

Another challenge we are experiencing in the media field is AI search engines such as Arc Search and Perplexity AI. Like news aggregator services, these are primarily

Media



© Dameil Srestha

based on content collected from media houses and other content creators, which are then summarized for users, often without source references. This poses a significant risk that users will not search for the original source, whereby the content creators lose the opportunity to make money on their content.



© Bits and Splits

ABUSE OF TRADEMARKS AND IDENTITY

Several Danish media houses and journalists have in recent years been exposed to abuse of their trademark, identity and integrity in connection with online fraud. This includes, e.g., Bitcoin scams, where both individuals and media houses unwittingly lend their name and face false fraud ads, as well as more recent examples of deepfakes and voice clones being used to make manipulated content with, e.g., TV hosts on social media.

In 2023, we also had a case of abuse of a media’s trademark and fraud, when a Danish company pretended to be the media in question and thus offered false advertising space in the media to smaller Danish companies. The Rights Alliance reported the company to the police and is waiting for the police to deal with the case.

Cases in the Media Sector

The Xor06 case (2023-06-26): A 41-year-old man from Funen was sentenced to six months of suspended prison for severe copyright infringements and fraud. He was part of a release group called 'Xor06' on the closed file-sharing service Asgaard, where he illegally copied and shared books, articles, and Ekstra Bladet+ articles using stolen passwords. In addition to the prison sentence, he was also sentenced to 120 hours of community service, confiscation of assets, and compensation to the rights holders.

Literature



The illegal consumption of textbooks continues to be an integral part of the student culture in higher education, and this has major consequences for Danish publishers, authors and bookstores, and at the same time it contributes to undermining the production of knowledge and the quality upon which the educational system relies.

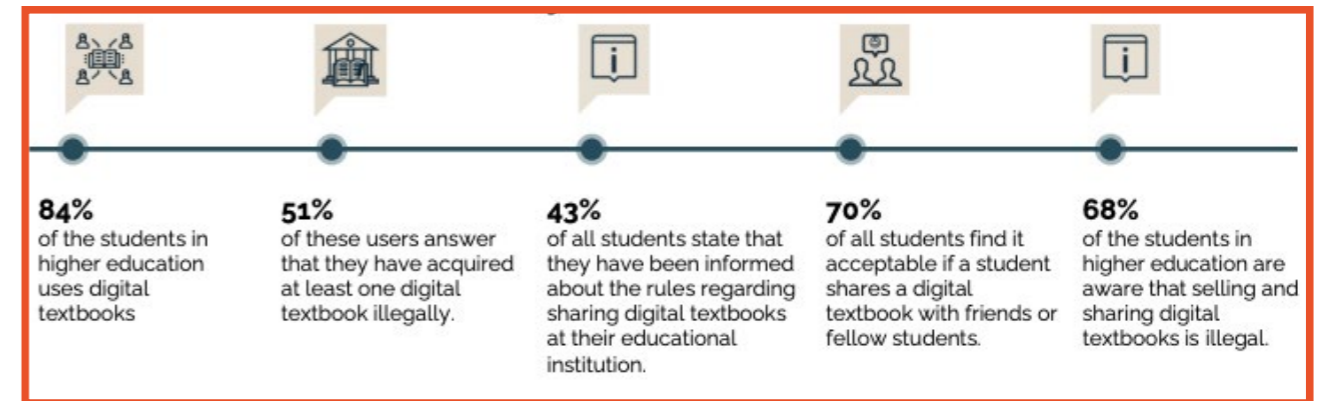


Illustration 4: The main results of the study "Students' acquisition of textbooks 2024", conducted by Epinion for the Rights Alliance

See the results of Epinion's study: "Students' acquisition of textbooks 2024" here

STUDY ON STUDENTS' ACQUISITION OF TEXTBOOKS

A new study by Epinion in early 2024 shows that students' illegal consumption of textbooks remains high. Here, 51% of those who use digital textbooks say that they have acquired at least one textbook illegally in the last year. Despite many years of efforts by the rights holders to raise awareness of the problem, to deal with the illegal copies and to develop collaboration with the educational institutions, the extent of students' illegal consumption of textbooks remains at the same stable level as in the last five years. But more than information is needed to create the necessary cultural change among students, as 70% of students find it acceptable to share digital textbooks with a friend/co-student, despite 68% knowing that it is illegal.

ILLEGAL SHARING OF TEXTBOOKS

Through the Rights Alliance's monitoring of the distribution of illegal textbooks on, i.a., Facebook, we generally see a decrease in the number of literature cases. In 2023, we registered 69 cases, which is a decrease of 61% from 2022 and 86% from 2021. However, nothing indicates that this decline is an expression of the decline in the students' consumption of illegal textbooks. A previous study by Epinion shows that consumption is stable, while we see a significant increase in the number of students who indicate that they share illegal copies of textbooks with people in their neighbourhood via wireless file sharing and chat messages. It supports a trend we see, where files are less openly shared, e.g., in groups on Facebook, but where, on the contrary, references are made to closed forums

Literature

such as Messenger threads, intranet, etc., where we cannot monitor. Although the trend prevents us from detecting many violations, it is an expression of the students' awareness that sharing textbooks is illegal, even if they continue to choose to do so. This is a good starting point for changing their behaviour, which, however, requires that far more bodies prioritise action on the problem.

THE ECONOMIC CONSEQUENCES OF ILLEGAL TEXTBOOKS

In 2023, the Rights Alliance conducted an economic analysis of what the large-scale consumption of illegal textbooks annually cost the industry and society in lost profits. The analysis, carried out by the consulting firm CphFacilitation, shows that the book industry and the government estimated to have lost DKK 225 million in 2022, due to piracy of digital textbooks. An amount equivalent to 31 % of the total

annual value of the textbook market.

The illegal copying of textbooks especially affects Danish publishers and authors, who, according to the analysis, have lost DKK 59 million in one year to the illegal sharing of textbooks. At the same time, this gives an idea of how little time we have to find sustainable solutions before piracy of digital textbooks will cause irreversible damage to Danish knowledge production, and thus also to the quality of education. This will particularly affect the so-called welfare programmes, where the curriculum largely consists of Danish-produced content, and where Danish production of textbooks is essential to ensure up-to-date knowledge that follows the professional standards we have in Denmark. The analysis was carried out by Hjarn v. Zernichow Borberg, who is Master of Science in Economics, partner at

Cases in the Literature Sector

Sale of Illegal Study Books (2023-01-05): A 26-year-old man from Horsens was convicted for selling 29 illegal PDFs of textbooks on DBA. He received a sentence of 10 days of suspended prison, confiscation of DKK 2,245, and a compensation of DKK 5,000 to the Rights Alliance.

Sale of Illegal Study Books (2023-05-04): A 25-year-old man from Copenhagen was convicted of copyright infringement, after offering 47 different illegal copies of textbooks, more than half of which originated from Nota. Due to the lengthy processing time, he did not receive a prison sentence but was fined DKK 5,000 and the confiscation of a total profit of DKK 2,450

The Xor06 case (2023-06-26): A 41-year-old man from Funen was sentenced to six months of suspended prison for severe copyright infringements and fraud. He was part of a release group called 'Xor06' on the closed file-sharing service Asgaard, where he illegally copied and shared books, articles, and Ekstra Bladet+ articles using stolen passwords. In addition to the prison sentence, he was also sentenced to 120 hours of community service, confiscation of assets, and compensation to the rights holders.

Losses by stakeholder and estimated value of the total student book market in 2022

Stakeholders	Losses due to digital piracy in DKK million.					Total market (new book price)	
	The state	Bookshops etc.	Authors	Publishers	Total	Value	Losses in percent
Danish production	29	59	26	33	147	474	31
Foreign production	16	31	14	18	78	256	30
Total	45	90	39	51	225	730	31

Graph 8: Result of the study "The economic consequences of pirating digital textbooks", carried out by CphFacilitation for the Rights Alliance. As a result of rounding, columns may not necessarily add up in total

[See the results of the analysis 'The economic consequences of pirating digital textbooks' here](#)

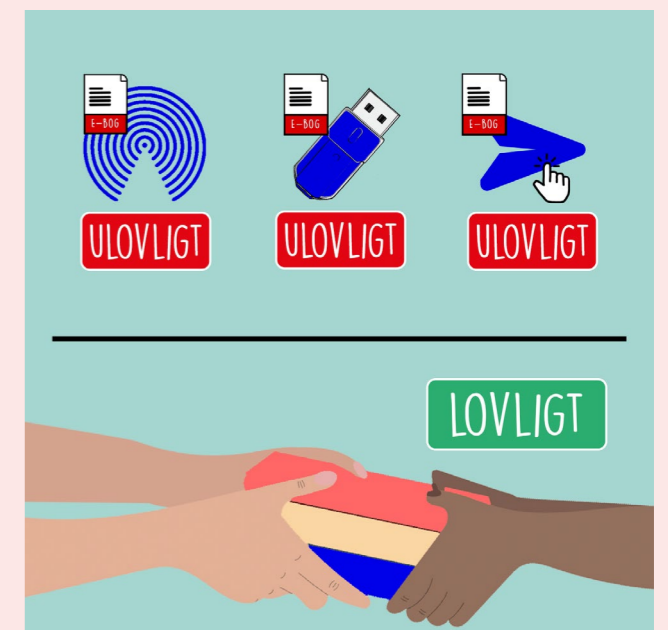
CphFacilitation and external associate professor at the Department of Economics at the University of Copenhagen.

NOTA

Nota, the Ministry of Culture's book service for people with reading and visual impairments, bears a central responsibility in relation to the massive volume of illegal textbooks circulating between the students. The files that Nota currently makes available to its users contain watermarks but are not subject to any kind of copy protection. By 2023, the Rights Alliance could ascertain that 59% of the illegal copies of study material identified in our monitoring are from Nota. But the area is also characterised by a significant dark figure, as far from all illegal copies are shared openly. Nota's substantial contribution to the illegal textbook market underlines the urgent need for Nota to take responsibility for finding solutions. Throughout the year, the Rights Alliance, together with Danish Publishers and textbook retailers, has raised awareness among politicians about the problem. It has been met with responsiveness from ministerial levels, but the work to ensure an effective copy protection of the contents from Nota continues.

OS DER ELSKER VIDEN

In 2023, the 'Os Der Elsker Viden' (We Who Love Knowledge) campaign has once again informed students about the rules and consequences of illegal sharing of digital textbooks. Both times the campaign has run in 2023, in January up to the start of the semester and in August before the beginning of the study, the campaign reached approximately 200,000 people. Thus, the campaign has generally achieved a wider exposure than in 2022 and 2021.



[Read more about 'Os Der Elsker Viden'](#)

Music

© OceanProd

In 2023, the Rights Alliance has focused its attention on a case that may prove to be one of the world's largest in the field of music streaming fraud. On behalf of the members of IFPI, Koda, Dansk Musiker Forbund (Danish Musicians' Union) and Dansk Artist Forbund (Danish Artist's Union), the Rights Alliance already in 2018 filed a case against an individual from Eastern Jutland who allegedly generated artificial plays of music tracks on services such as Spotify.

The artificially generated plays apparently occurred on 689 works on various music streaming services, 37 of which were copied by other musicians, which he allegedly then edited and released under new titles in his own name. According to the indictment, this took place between 2013 and 2019 and had resulted in the accused wrongfully receiving royalties for DKK 4.3 million. However, despite being one of the largest streaming frauds, we experienced that the case was not scheduled for trial.



© Firmbee Com

Through a press effort in the spring of 2023, the Rights Alliance succeeded in placing public attention on the matter and the problem of the cases being in line in the legal system. The case was covered by Zetland, "Kulturen på P1" and the podcast "Ekstranummer". Shortly thereafter, the case was finally scheduled to come before the District Court in Aarhus in February 2024.

"For years, a man from East Jutland was one of the most popular musicians in Denmark. His songs were streamed almost nonstop on services like Spotify. The man achieved what most musicians can only dream of: becoming a millionaire from music. There was just one small problem: In reality, no one was listening to his music. It was all a sham."

Zetland

– **Frederik Kuhlager, Zetland,**
19th maj 2023 (danish)

STREAM RIPPING

In March, the Rights Alliance won a blocking case involving the nine most popular so-called stream-ripping services in Denmark. Thus, the sites are now deemed illegal, which means that Danish internet providers must block their users' access to the services.

In 2018, Denmark became the first country in the world to block a stream-ripping service after the Rights Alliance's blocking case against a telecommunications company about the blocking of a so-called stream-ripper. Here, five years later, the technology is still widely used to make music illegally accessible, but with widespread blocking of access to the content of the services, we can keep the exposure and consumption of illegally distributed music down.

VOICE CLONING

In 2023, new forms of abuse of artists and their content have come to light, following the emergence of voice cloning and deepfake technology. So far, these have mainly targeted the most popular foreign artists, but as technology becomes more widespread and advanced, Danish artists must also be expected to be affected in the near future.

At the Rights Alliance, we are working on how we can ensure the possibilities to enforce against AI-created content on, i.e., social media that violates the musicians' voice and/or content. This includes investigating the technology behind, testing the platforms' tools and conducting political efforts.



© Daniel Robert Dinu

Cases in the Music Sector

Music fraud case (2023-05-23): A man from East Jutland was charged with earning 4.3 million DKK in royalties through artificially generated plays on music services like Spotify.

